



2026 PEAK Awards

Honouring Women in Finance

presenting sponsor:



Wealth Management
Dominion Securities



Significant Board Contribution

Kay Wong-Alafriz

Chief Financial Officer,
Kabam

Kay Wong-Alafriz is a seasoned finance executive and board leader recognized for her significant contributions to strategic oversight, governance and community impact. As Chief Financial Officer of Kabam, Inc., a subsidiary of Netmarble Corporation, Kay has led Finance, Legal and Risk Compliance, Data Science, IT, Growth Marketing, Workplace Experience and Asset Infrastructure functions across multiple international locations. Under her leadership, Kabam has delivered sustained profitability, strengthened enterprise risk management, and enhanced operational resilience in a rapidly evolving technology industry.

Wong-Alafriz brings experience across technology, gaming and entertainment, hospitality, transportation, infrastructure, and natural resources, supporting public, private, and not-for-profit organizations in advancing strong governance and strategic outcomes. She currently serves as a Board Director of the Greater Vancouver Board of Trade and contributes to the governance of the Vancouver Community College Foundation and DigiBC – The Creative Technology Association of British Columbia. Over the past two decades, she has held governance roles across international public companies including NagaCorp Ltd., Ding He Mining Holdings Ltd., Vitaxel Group Ltd., and The Planting Hope Company, and has also served at the federal level on the Departmental Audit Committee of Infrastructure Canada.

Wong-Alafriz is a passionate advocate for advancing women in finance and believes deeply in the responsibility of today's leaders to actively mentor, sponsor, and elevate the next generation. She is committed to fostering leadership pathways that empower emerging talent to thrive in an era of profound technological and societal transformation, while reinforcing the timeless values of integrity, sound judgment, and purpose-driven leadership.